- Optimizing the PR and Publicity;
- Use of Internet and web marketing;
- Generating Tourist Publications; and
- Re-inforced hospitality programmes including grant of air passages to invite the media personnel, tour operators on familiarization tour to India to get first hand knowledge on various tourism products.

Helicopter services from Madurai

412. SHRI T.T.V. DHINAKARAN: Will the Minister of TOURISM be pleased to state:

(a) whether it is proposed to introduce helicopter services from Madurai to different tourist destinations;

(b) if so, the details thereof; and

(c) if not, the reasons therefor?

THE MINISTER OF TOURISM (SHRIMATI AMBIKA SONI): (a) Yes, Sir.

(b) and (c) The Government of Tamil Nadu invited Pawan Hans Helicopter Limited (PHHL) for a survey for introduction of helicopter services on the sector Madurai and nearby places. After visiting Tamil Nadu for surveying the areas and holding discussions, PHHL have submitted its report to the Government of Tamil Nadu.

Development of Devanahalli Fort

413. DR. VIJAY MALLYA: Will the Minister of TOURISM be pleased to state:

(a) whether Government are aware that the vicinity of Devanahalli Fort of Tipu Sultan in Bangalore is encroached by residential and other settlements;

(b) if so, what is the action that Government propose to take;

(c) whether Government propose to develop the Devanhalli Fort in collaboration with private entities in order to beautify the Fort as the Bangalore International Airport is coming up nearby;

(d) if so, the road map for such collaboration; and

(e) if not, whether Government would develop the Fort on its own?

THE MINISTER FOR TOURISM (SHRIMATI AMBIKA SONI): (a) and (b) Yes, Sir. Archaeological Survey of India have taken up the issue with the Government of Karnataka for verification of the ownership and for regulating the development in and around the fort.

(c) to (e) Archaeological Survey of India have already undertaken restoration of the Fort keeping in view the upcoming International Airport at Devanahalli.

Construction of more Budget Hotel

414. SHRI GIREESH KUMAR SANGHI:
SHRI DHARAM PAL SABHARWAL:

Will the Minister of TOURISM be pleased to state:

(a) whether Government have received a memorandum from the Hotel and Restaurant Association for construction of more budget hotels in Delhi before Commencement of Commonwealth Games, 2010;

(b) if so, the details in this regard; and

(c) the action Government propose to take on the demands of the Association?

THE MINISTER OF TOURISM (SHRIMATI AMBIKA SONI): (a) No, Sir.

(b) Does not arise.

(c) Does not arise.

Tourism in Bihar

†415. PROF. RAM DEO BHANDARY: Will the Minister of TOURISM be pleased to state:

(a) what steps are being taken by Government for exploring the possibilities of tourism development and commensurate implementation in Bihar;

(b) the circuits of tourism where development work is going on presently; and

(c) what is the scheme to provide economic benefit to Bihar through tourism?

THE MINISTER OF TOURISM (SHRIMATI AMBIKA SONI): (a) to (c) Revelopment and promotion of tourism is undertaken primarily by the State Governments/UT Administrations. The Ministry of Tourism, Government of India, extends financial assistance to the State Governments/UT Administrations for tourism related projects under the schemes of Product/Infrastructure Development of Destinations/Circuits and Assistance to Large Revenue Generating Projects.

Implementation of projects is the responsibility of the State Government. Ministry of Tourism, Government of India monitors the progress of the projects from time to time.

A list of projects sanctioned during the Tenth Plan for the State of Bihar is given in the Statement.

†Original notice of the question was received in Hindi.